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Doceree appoints Ritesh Patel as Chief Growth Officer to accelerate global expansion

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To elevate the healthcare marketing landscape through data-driven, programmatic solutions



Doceree, the world's first global network of physician-only platforms for programmatic messaging, has announced the appointment of Ritesh Patel, a globally renowned digital evangelist, as Chief Growth Officer, to expand its presence in the US and key global markets.

In his new role, Patel will be responsible for leading Delhi-based startup Doceree's growth initiatives, expanding strategic partnerships, and accelerating global adoption of Doceree's innovative solutions, especially in the Point-of-Care space, aimed at enriching HCP-patient conversations.

A visionary leader with over two decades of experience in healthcare, marketing, and enterprise technology and multiple accolades to his name (including the UN Leadership Council Award, PharmaVoice 100 Inspiring Leader, and a Clio Award), Patel now brings his expertise in digital transformation and emerging technologies to Doceree.

Previously, as the Managing Partner-Global Digital Health at Finn Partners, he played a pivotal role in driving digital transformation and strategic innovation. He has been at the forefront of shaping and driving conversations around Point-of-Care (POC) marketing in healthcare, advocating for its critical role in delivering relevant, data-driven messaging to healthcare professionals (HCPs) at the moment of care.